



Kirra to pump under new business initiative

A PRO-DEVELOPMENT posse will vie for a collective voice in the future of Kirra following the formation of the Kirra Business Group (KBG).

Led by a number of leaders from a broad spectrum of successful local businesses, the KBG was created out of a need to attract more visitors to the area, which in recent years has declined following the loss of the famous Kirra Point surf break.

One of the main aims of the group will be to form relationships with local, state, and federal statutory authorities in addition to local business operators, and work closely with the recently created Kirra Point Committee (KPC) to re-establish the world renowned surfing amenity.

Spokesperson for the KBG property identity John Rankin, who is linked to the Elysee Residences development, says the intention

of the group is to enhance Kirra's reputation and long-term growth.

"As a group we will be working closely with the KPC to bring about the rejuvenation of the Kirra surfing amenity which has declined in recent years and has impacted on a broad range of local businesses in the area," says Rankin.

"Kirra is a great place to visit with wonderful restaurants, cafes and retail outlets, but one of the major negative influences impacting on the area is the width of the beach. In contrast, during the 1990s Kirra beach suffered from erosion, so we need to find the right balance between coastal erosion and recreational and surfing amenity.

"This is something we need to work with the KPC and other interested parties to address in the interests of the business community."